

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor: Michael Wayne Crosby / Docket #: 0014
Application No.: 10/811,615 / Examiner: Thomas, Michael M
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Title: **Method for Integrating an Entrepreneur's Web Site and a Store
Front Web Site**

Filed Electronically

RESPONSE TO REQUIREMENT FOR INFORMATION

Dear Examiner:

In response to the Requirement for Information in the Office Action of November 12, 2009, please accept the following information.

Paragraph 1.

No response requested.

Paragraph 2.

In response to paragraph 2, Applicant points to the Specification as originally filed on page 4, third paragraph to page 5, third paragraph which states:

Web sites are almost always created using Hyper Text Markup Language (HTML) to create a standard set of tags or commands that define how web pages within a web site will be displayed by a browser. Designing a web site in HTML, or any other computer language, is a very laborious task that requires a high level of expertise and a substantial amount of time and effort. Designing a custom web site require a great deal of creativity, planning and computer expertise.

There are various products and tools commercially available to assist Entrepreneurs in designing their web sites that allow even Entrepreneurs with limited computer abilities to design their own web sites. The easiest web site designing tools to use provide a plurality of templates that Entrepreneurs may select from. Once a template is chosen, the same template may be used for each web page in the web site. The Entrepreneurs may insert text or graphics into specific locations on the chosen template set aside for those features. Templates provide a uniform look and feel for each web page within a web site so that a Customer can tell that they are in the same web site as they move from web page to web page within the web site.

Entrepreneurs often want to display their products and services with corresponding prices on their web sites. The Entrepreneurs also typically want a method of collecting information such as a shipping address and payment information from their Customers. Programming these features into the Entrepreneurs web site, while certainly possible, requires a substantial amount of expertise and effort. Each Entrepreneur would have to duplicate this cumbersome task on their web site. To simplify the process, some third party web sites offer a shopping cart or store front web site feature. Entrepreneurs initialize or set-up the store front by transmitting information regarding their goods and services (possible with graphics showing the goods), payment options/information and some display preference options to the web site designed to create the store front web site. A selection of templates may be made available to the Entrepreneur to assist the Entrepreneur in creating a visually appealing method of displaying their goods and services.

In practice, a Customer would connect to the Entrepreneur's web site and then if interested in purchasing goods or services of the Entrepreneur, would select a hyperlink to a store front web site as previously set-up by the Entrepreneur. The store front web site allows the Customer to select and purchase goods and services and pay for them at which point the store front web site may transfer the payment to the Entrepreneur. The Customer may then be linked back to the Entrepreneur's web site after the completion or cancellation of the purchase.

Applicants have noticed that the templates used to design an Entrepreneur's web site do not match the templates for designing a store front web site. This prevents the Entrepreneur's web site and the store front web site from appearing as a single virtual web site to Customers, thereby possibly confusing the Customers about the source of the goods and services they are purchasing.

And Applicant points to the Specification as originally filed on page 18, first paragraph which states:

Recent improvements to web site development techniques allow web sites to be created very quickly using templates. The flexibility in designing a web site using a selected template is reduced, but the ease and simplicity more than make up for its lack of flexibility in many cases. For Example, *The Go Daddy Group, Inc.*™, at www.GoDaddy.Com, offers web site designing tools, such as *Web Site Tonight*™ and *Website Complete*, ® to be used to design web sites using a template system. Web site designing tools may offer a large number of templates that a web site designer may select from to use for a particular web site. Each template may provide a different layout and appearance for a web site to help the web site display its information in a format most advantageous for that particular web site.

Paragraph 7.

In response to paragraph 7, Applicant notes that Applicant filed an IDS on 7/7/2006 and another IDS on 1/23/2009. These previously filed IDS's cover all searches and prior art known to Applicant.

Paragraph 8.

In response to paragraph 8, no products or services that incorporate the claimed subject matter were offered for sale, sold or used in public prior to the filing date of the present invention.

Paragraphs 9, 10, 11, 12, 13 and 14.

No response requested.

CONCLUSION

Any questions or suggestions regarding the Response to Requirement for Information should be directed to the undersigned attorneys for Applicant at the telephone number listed below or by email to the email address listed below.

Respectfully submitted,

The Go Daddy Group, Inc.

Date: 4/20/2010

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